

Message Text

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PAGE 01 PRAGUE 01255 170850Z
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LIMITED OFFICIAL USE PRAGUE 1255

E.O. 11652: NA
TAGS: BEXP, CZ
SUBJECT: THEME FOR BRNO ENGINEERING FAIR 1979

REF A) USDOC 07990, B) PRAGU 0912, C) USDOC 0886(NOTAL)

1. SUMMARY: EMBASSY AND AGRICULTURAL MARKET DEVELOPMENT TEAM HAVE PINPOINTED AREAS OF EXPORT POTENTIAL FOR POSSIBLE USE IN BRNO, BUT DOUBT REMAINS AS TO HARD CURRENCY PRIORITY GIVEN TO AGRICULTURE IN CZECHOSLOVAKIA WHEREAS THEME OF LABORATORY INSTRUMENTS WILL ATTRACT BUYERS. END SUMMARY.

2. EMBASSY TOOK ADVANTAGE OF RECENT VISIT OF USDA MARKET DEVELOPMENT TEAM TO RAISE CATEGORIES SUGGESTED IN REF A. TEAM WAS UNANIMOUS THAT CATEGORY F, NEW AUTOMATION TECHNIQUES, OFFERED BEST PROSPECTS, PARTICULARLY IN VEGETABLE AND SPECIALTY CROP PRODUCTION, PRECISE-METERING EQUIPMENT FOR CHEMICAL AND SEED APPLICATIONS, ELECTRONIC PREGNANCY TESTER FOR HOGS, RECYCLING EQUIPMENT FOR MANURE, ADVANCED FEED HANDLING EQUIPMENT, AND SO ON. CATEGORIES A, B, E ARE DEFINITE NON-STARTERS IN CZECHOSLOVAKIA, TEAM FELT, WITH POSSIBLE EXCEPTION OF SPECIALIZED BEET HARVESTING EQUIPMENT, LARGE STONE PICKERS, AND COMBINES THAT CAN BE TILTED FOR SLOPE CONDITIONS. ONE VERY LIMITED OFFICIAL USE

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DEFINITE NEED IS FOR SMALL SOIL TESTING KITS THAT GIVE QUICK READOUT OF LAND CHEMICAL CONDITION. THE TEAM ALSO SUGGESTED THAT CATALOGUE PRESENTATION COULD BE MADE OF (G) AUTOMATED MILKING STATIONS AND OTHER DAIRY AUTOMATION EQUIPMENT. IN TOTAL, THE TEAM PROJECTS SALES OF APPROX. 13 MILLION BASED UPON PERCEIVED NEEDS OF GOC, BUT THEY CAUTION THAT SUCH A FIGURE IS A VERY ROUGH ESTIMATE.

3. GOC HAS TRADITIONALLY DEVOTED VERY LITTLE OF ITS HARD CURRENCY RESOURCES TO THE AGRICULTURAL SECTOR, EXCEPT FOR PURCHASES OF FEEDGRAINS AND OILSEEDS ESSENTIAL FOR LIVESTOCK NUTRITION. A RECENT DISCUSSION WITH A GOC FEDERAL MINISTRY OF INVESTMENT AND TECHNOLOGY OFFICIAL CONFIRMS THIS VIEW, ALTHOUGH CONTACT ADDED THAT GOC MINAG MAY HAVE EARMARKED SPECIAL FUNDS FOR EXPENDITURE AT 1979 BRNO FAIR IN VIEW OF FAIR'S AGRICULTURAL THEME. NATURALLY, HE ADDED, SUCH FUNDS WILL BE DISPENSED ONLY FOR THE VERY LATEST TECHNOLOGICAL INNOVATIONS. EMBASSY WILL CONTINUE TO SEEK VIEWS OF USUALLY RETICENT GOC OFFICIALS, AND WILL REPORT AS CIRCUMSTANCES WARRANT.

4. FROM A PURELY COMMERCIAL VIEWPOINT, LABORATORY EQUIPMENT HAD TRADITIONALLY DONE WELL HERE, AND HAS REGULARLY BEEN SHOWN OVER THE YEARS. THUS, 1979 FAIR MAY BE GOOD OPPORTUNITY TO BLEND TOPICS, WITH A MIXTURE OF AGRICULTURAL AND LABORATORY EQUIPMENT ON DISPLAY. EMBASSY FEELS THAT THE TWO PROPOSED THEMES CAN BE MADE COMPATIBLE, PARTICULARLY IF THE AGRICULTURAL TECHNOLOGY DISPLAYED REPRESENTS ELECTRONIC INNOVATIONS IN AGRICULTURE. HOWEVER, LABORATORY INSTRUMENTS SHOULD NOT BE OVERSHADOWED.

5. ACTION REQUESTED: PLEASE (A) ADVISE WHETHER BLEND OF THEMES CAN BE ACHIEVED, (B) FORWARD BROCHURES AND TECHNICAL LITERATURE LIMITED OFFICIAL USE

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ON AGRICULTURAL TECHNOLOGY WHICH EMBASSY CAN USE AS BASIS FOR FURTHER DISCUSSIONS WITH GOC, AND (C) RETRANSMIT REFTEL C, WHICH EMBASSY STILL HAS NOT RECEIVED. DECONTROL UPON RECEIPT. BYRNE

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